

Semcasting Social

IDEALLY SUITED FOR TARGETING

- ◀ Consumer Product Launches
- ◀ Event Marketing - Sports, Concerts...
- ◀ Seasonal Promotions
- ◀ Destination & Travel Promotions
- ◀ Entertainment Releases - Movies, TV, Music
- ◀ Political Campaigns
- ◀ Fundraising

MULTI-CHANNEL OUTREACH OPTIONS FOR BOTH ONLINE & OFFLINE

- ◀ Social Insight Report
- ◀ Semantically optimized search words and phrase combinations
- ◀ Qualified Premium sites and Ad Network inventory
- ◀ Double opt-in Emails
- ◀ Postal addresses

KEY BENEFITS

- ◀ Semcasting Social was designed to provide marketers, PR professionals and advertisers with a single platform for turning market research into targeted leads and make them actionable.
- ◀ Combining semantic and behavioral technologies with predictive analytics, Semcasting Social monitors postings and sentiment on social media platforms and in the blogosphere about a specific topic or product the marketer cares about.
- ◀ Semcasting Social is a modern day enhancement to the classic market research challenge. It can be used effectively for improving messaging, targeting key market segments, and anticipating market risk. All done on-demand and in real-time.



One of the most powerful drivers of success in consumer marketing is a phenomena that is sometimes referred to as "capturing the buzz."

Recognizing a change in consumer sentiment when a product, a restaurant, a movie, or a candidate catches fire is like finding the holy grail for many marketers.

Semcasting Social provides product marketers, public relations professionals, and advertisers with the analytical tools to monitor public opinion, statistically analyze what is being said, measure sentiment, and identify the people and events that are influencing change.

Opinion makers, advertisers and public relations professionals can apply Semcasting Social as an integral component of any launch. Postings are summarized by intent and popularity and then mapped to over 700 attitudinal, behavioral and demographic attributes, including life stage, education, ethnicity, affluence, and interests

Semcasting Social is about turning your market research into qualified and actionable leads. Using the patented Semcasting analytic technology the postings are anonymously applied as dependent data to generate a series of predictive models for direct marketing outreach. These predictive models use the message content, sentiment, and over 700 attributes to automatically generate a list of qualified prospects who are behaviorally, demographically and geographically consistent with the influencer population you want to attract.

Semcasting Social captures the sentiment behind the postings as well as measuring the impact of influencers behind the messages. Semcasting Social features a standardized reporting suite to summarize the key attributes that can define the audience that is influencing, and is influenced by, the market.